

Georgia Southern University

Digital Commons@Georgia Southern

Business Innovation Group News

Business Innovation Group

2-18-2014

Business Innovation Group (BIG) News

Georgia Southern University

Follow this and additional works at: <https://digitalcommons.georgiasouthern.edu/cob-big-news>



Part of the [Technology and Innovation Commons](#)

Recommended Citation

Georgia Southern University, "Business Innovation Group (BIG) News" (2014). *Business Innovation Group News*. 226.

<https://digitalcommons.georgiasouthern.edu/cob-big-news/226>

This article is brought to you for free and open access by the Business Innovation Group at Digital Commons@Georgia Southern. It has been accepted for inclusion in Business Innovation Group News by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact digitalcommons@georgiasouthern.edu.

Inaugural 3DS a Great Success!

February 18, 2014

This past weekend, February 14th-16th, 3 Day StartUp took place on the campus of Georgia Southern University in the College of Engineering & Information Technology. 40 Students ranging from freshmen to doctorate levels were chosen to build their entrepreneurial skills by creating student-run companies from scratch.

After sacrificed sleep, long nights of brainstorming, researching, and developing, 6 student-run companies were created. These top 6 companies were voted on and chosen by 3DS participants to be the best viable business ideas.

Students broke off into teams to work on the business idea they liked the most. Top 6 business ideas included an event app, an e-book rental service, a food truck, a website generator, and a mobile game and a fashion app. This once in a lifetime entrepreneurial experience taught students about business development, website creation, market research, financial projecting, and for many cases developing working prototypes. Teams were comprised of students from several different majors giving them an opportunity to network and cross train to develop their companies.

“Go Local”, a mobile app that connects users to local events and venues, was chosen by panelists to advance to the Creative Coast Fast Pitch Competition to be held on March 7th in Savannah, GA.

In addition to the entrepreneurial skills learned through 3DS Dominique Halaby, Director of Georgia Southern City Campus, offered all student-run companies an opportunity to grow and develop through a one year free membership with the City Campus’s Virtual Incubator. The virtual incubator provides support for new businesses through equipment usage, consulting, access to banks and investors, and much more. Halaby says, “With continued dedication and support, we will continue to build an ecosystem and culture where innovation is rewarded, entrepreneurship is celebrated, and jobs are created”.

WTOC also came to report on the event! Check it out here: <http://www.wtoc.com/story/24746993/3-day-startup-comes-to-georgia-southern?autoStart=true&topVideoCatNo=default&clipId=9850685>